



NEVADA  
COMMISSION  
ON TOURISM

# Discover *the* Facts

FIRST QUARTER  
**2004** VOLUME XII

A Digest of Statistical Information on the Nevada Tourism Industry



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**NEVADA  
COMMISSION  
ON TOURISM**

# Visitor Volume

*The number of visitors to Nevada.*

MONTH	2002	2003	PERCENT CHANGE
April	4,113,429	3,994,373	(2.9%)
May	4,159,915	4,173,448	0.3%
June	4,054,804	4,092,173	0.9%
July	4,146,569	4,327,012	4.4%
August	4,412,064	4,452,907	0.9%
September	3,838,603	3,950,159	2.9%
October	4,104,048	4,230,163	3.1%
November	3,796,056	3,810,779	0.4%
December	3,568,410	3,694,924	3.5%

MONTH	2003	2004	PERCENT CHANGE
January	3,932,104	4,084,046	3.9%
February	3,785,986	3,969,395	4.8%
March	4,159,209	4,505,005	8.3%
<b>TOTAL</b>	<b>48,071,196</b>	<b>49,284,384</b>	<b>2.5%</b>

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	8,703,082	9,261,459	6.4%
Laughlin	1,079,791	1,101,893	2.0%
Mesquite	428,005	434,729	1.6%
<b>Washoe County</b>	<b>1,100,835</b>	<b>1,162,344</b>	<b>5.6%</b>
<b>All other counties</b>	<b>565,586</b>	<b>598,021</b>	<b>5.7%</b>
<b>TOTAL (State)</b>	<b>11,877,299</b>	<b>12,558,446</b>	<b>5.7%</b>

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.



# Convention Attendance

*The number of delegates attending conventions in Nevada.*

MONTH	2002	2003	PERCENT CHANGE
April	526,828	426,082	(19.1%)
May	469,045	465,798	(0.7%)
June	488,784	487,190	(0.3%)
July	195,915	308,973	57.7%
August	500,729	610,258	21.9%
September	310,270	337,330	8.7%
October	451,498	620,304	37.4%
November	620,829	561,819	(9.5%)
December	143,724	177,543	23.5%

MONTH	2003	2004	PERCENT CHANGE
January	947,106	874,521	(7.7%)
February	803,504	911,438	13.4%
March	658,327	702,567	6.7%
<b>TOTAL</b>	<b>6,116,559</b>	<b>6,483,823</b>	<b>6.0%</b>

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	2,134,229	2,145,202	0.5%
Laughlin	40,098	44,883	11.9%
<b>Washoe County</b>	166,622	217,065*	30.3%
<b>All other counties</b>	67,988	81,376	19.7%
<b>TOTAL (State)</b>	<b>2,408,937</b>	<b>2,488,526</b>	<b>3.3%</b>

\*ABC took place in January 2004 in Reno.

# Occupancy Level

*A percentage based on room nights occupied and total room nights available.*

MONTH	2002	2003	NET CHANGE
April	83.2%	81.3%	(1.9)
May	81.5%	82.1%	0.6
June	82.8%	83.6%	0.8
July	81.8%	85.3%	3.5
August	86.5%	87.5%	1.0
September	78.0%	80.4%	2.4
October	81.1%	83.3%	2.2
November	75.8%	76.3%	0.5
December	69.5%	71.0%	1.5

MONTH	2003	2004	NET CHANGE
January	76.2%	78.7%	2.5
February	81.8%	82.4%	0.6
March	81.3%	88.1%	6.8
MONTHLY AVG	79.9%	81.7%	1.8

## First Quarter 2004 Area Highlights

AREA	2003	2004	NET CHANGE
Clark County:			
Las Vegas	84.9%	88.0%	3.1
Laughlin	83.4%	85.0%	1.6
Mesquite	91.2%	86.2%	(5.0)
Lake Tahoe*	77.5%	84.3%	6.8
Washoe County	61.4%	66.0%	4.6
All other counties	49.8%	54.7%	4.9
QUARTER AVG (State)	79.7%	83.1%	3.4

*The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).*

*\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

# Room Nights Occupied

*The number of room nights occupied.*

MONTH	2002	2003	PERCENT CHANGE
April	4,361,713	4,288,131	(1.7%)
May	4,412,565	4,472,809	1.4%
June	4,341,306	4,443,684	2.4%
July	4,442,226	4,676,487	5.3%
August	4,691,995	4,792,408	2.1%
September	4,099,179	4,273,661	4.3%
October	4,403,445	4,552,951	3.4%
November	3,981,415	4,050,656	1.7%
December	3,778,678	3,939,737	4.3%

MONTH	2003	2004	PERCENT CHANGE
January	4,142,561	4,324,838	4.4%
February	4,023,655	4,231,083	5.2%
March	4,431,007	4,841,883	9.3%
TOTAL	51,109,745	52,888,328	3.5%

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Clark County:			
Las Vegas	9,723,071	10,382,578	6.8%
Laughlin	811,621	836,414	3.1%
Mesquite	228,470	226,924	(0.7%)
Lake Tahoe*	165,614	181,596	9.7%
Washoe County	1,140,360	1,195,431	4.8%
All other counties	528,087	574,861	8.9%
TOTAL (State)	12,597,223	13,397,804	6.4%

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Room Inventory

*The number of hotel/motel rooms in Nevada.*

MONTH	2002	2003	PERCENT CHANGE
April	174,697	175,851	0.7%
May	174,731	175,774	0.6%
June	174,862	177,103	1.3%
July	175,094	176,788	1.0%
August	174,968	176,775	1.0%
September	175,191	177,080	1.1%
October	175,065	176,409	0.8%
November	175,156	177,044	1.1%
December	175,383	178,893	2.0%

MONTH	2003	2004	PERCENT CHANGE
January	175,360	177,367	1.1%
February	175,754	176,994	0.7%
March	175,898	177,196	0.7%
END OF PERIOD	175,898	177,196	0.7%

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	127,442	129,475	1.6%
Laughlin	10,817	10,817	0.0%
Mesquite	2,783	2,894	4.0%
Lake Tahoe*	2,374	2,356	(0.8%)
Washoe County	20,708	20,101	(2.9%)
All other counties	11,774	11,553	(1.9%)
END OF PERIOD (State)	175,898	177,196	0.7%

*Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2004.*

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Room Tax Collections

*Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.*

MONTH	2002	2003	PERCENT CHANGE
<b>April</b>	\$922,877	\$998,601	8.2%
<b>May</b>	1,181,086	1,124,931	(4.8%)
<b>June</b>	1,037,548	1,040,565	0.3%
<b>July</b>	1,128,249	1,110,553	(1.6%)
<b>August</b>	978,295	962,678	(1.6%)
<b>September</b>	907,765	1,015,070	11.8%
<b>October</b>	1,039,372	1,127,467	8.5%
<b>November</b>	961,018	1,035,542	7.8%
<b>December</b>	1,071,785	1,137,339	6.1%

MONTH	2003	2004	PERCENT CHANGE
<b>January</b>	925,652	989,470	6.9%
<b>February</b>	723,136	835,355	15.5%
<b>March</b>	975,784	1,218,888	24.9%
<b>TOTAL</b>	\$11,852,566	\$12,596,460	6.3%

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
<b>Clark County</b>	\$2,336,851	\$2,731,776	16.9%
<b>Washoe County</b>	183,185	193,483	5.6%
<b>Douglas County*</b>	47,726	53,039	11.1%
<b>Elko County</b>	24,658	31,989	29.7%
<b>Carson City</b>	6,853	7,229	5.5%
<b>All other counties</b>	25,298	26,196	3.5%
<b>TOTAL (State)</b>	\$2,624,572	\$3,043,713	16.0%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

\*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.



# Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2002	2003	PERCENT CHANGE
<b>April</b>	\$799,587,000	\$744,620,000	(6.9%)
<b>May</b>	838,925,000	805,698,000	(4.0%)
<b>June</b>	714,352,000	809,187,000	13.3%
<b>July</b>	804,345,000	825,477,000	2.6%
<b>August</b>	839,525,000	813,625,000	(3.1%)
<b>September</b>	809,959,000	841,540,000	3.9%
<b>October</b>	807,222,000	819,473,000	1.5%
<b>November</b>	732,338,000	763,732,000	4.3%
<b>December</b>	775,231,000	767,315,000	(1.0%)

MONTH	2003	2004	PERCENT CHANGE
<b>January</b>	844,898,000	882,081,000	4.4%
<b>February</b>	756,079,000	875,956,000	15.9%
<b>March</b>	834,665,000	930,332,000	11.5%
<b>TOTAL</b>	\$9,557,126,000	\$9,879,036,000	3.4%

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
<b>Clark County:</b>	\$2,008,882,000	\$2,255,125,000	12.3%
<b>Strip</b>	1,197,427,000	1,392,602,000	16.3%
<b>Downtown</b>	179,508,000	168,485,000	(6.1%)
<b>Laughlin</b>	153,211,000	163,405,000	6.7%
<b>Mesquite</b>	30,466,000	31,943,000	4.8%
<b>County balance</b>	448,270,000	498,690,000	11.2%
<b>Washoe County</b>	241,253,000	240,115,000	(0.5%)
<b>Lake Tahoe*</b>	75,797,000	77,678,000	2.5%
<b>Elko County</b>	54,857,000	56,251,000	2.5%
<b>Carson Valley Area</b>	24,204,000	25,714,000	6.2%
<b>All other counties</b>	30,649,000	33,486,000	9.3%
<b>TOTAL (State)</b>	\$2,435,642,000	\$2,688,369,000	10.4%

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Airport Volume

*The number of passengers arriving and departing from Nevada's airports.*

MONTH	2002	2003	PERCENT CHANGE
April	3,377,060	3,307,726	(2.1%)
May	3,451,119	3,455,353	0.1%
June	3,467,149	3,570,039	3.0%
July	3,539,693	3,768,448	6.5%
August	3,753,345	3,764,074	0.3%
September	3,269,814	3,417,084	4.5%
October	3,563,399	3,708,376	4.1%
November	3,105,815	3,402,428	9.6%
December	3,129,301	3,363,963	7.5%

MONTH	2003	2004	PERCENT CHANGE
January	3,228,902	3,415,339	5.8%
February	3,125,471	3,544,164	13.4%
March	3,587,422	4,190,826	16.8%
<b>TOTAL</b>	<b>40,598,490</b>	<b>42,907,820</b>	<b>5.7%</b>

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
McCarran Int. (Las Vegas)	8,656,399	9,686,404	11.9%
Reno/Tahoe Int.	1,109,258	1,247,590	12.5%
North Las Vegas	70,940	100,068	41.1%
Laughlin/Bullhead Int.	58,605	69,101	17.9%
Elko Airport	36,459	34,416	(5.6%)
Henderson Exec. Airport	10,134	12,750	25.8%
<b>TOTAL (State)</b>	<b>9,941,795</b>	<b>11,150,329</b>	<b>12.2%</b>

*Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.*

# Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2002	2003	PERCENT CHANGE
April	2,453,080	1,672,110 <sup>*</sup>	(31.8%)
May	2,665,460	1,992,927 <sup>†</sup>	(25.2%)
June	2,766,487	2,152,049 <sup>†</sup>	(22.2%)
July	2,915,015	2,348,245 <sup>†</sup>	(19.4%)
August	3,161,516	2,845,157 <sup>†</sup>	(10.0%)
September	2,577,048	2,422,030 <sup>†</sup>	(6.0%)
October	2,507,870	2,447,412 <sup>†</sup>	(2.4%)
November	2,280,523	2,197,551 <sup>†</sup>	(3.6%)
December	1,599,558 <sup>*</sup>	2,316,728	44.8%

MONTH	2003	2004	PERCENT CHANGE
January	1,294,131 <sup>*†</sup>	2,231,309	72.4%
February	1,504,901 <sup>*</sup>	2,218,828	47.4%
March	1,730,333 <sup>†</sup>	2,579,778	49.1%
TOTAL	27,455,922	27,424,124	(0.1%)

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
I-15 at Primm/Jean	1,169,688 <sup>*</sup>	1,565,031	33.8%
I-15 at Mesquite	893,330	940,020	5.2%
I-80 at Verdi	1,151,660	1,124,163	(2.4%)
I-80 at Wells	46,992 <sup>†</sup>	181,200	285.6%
All other entry points	1,267,695 <sup>*</sup>	3,219,501	154.0%
TOTAL (State)	4,529,365 <sup>*†</sup>	7,029,915	55.2%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

<sup>\*</sup>Due to construction on Interstate 15 at Primm/Jean, the traffic total for December 2002 and part of January 2003 do not contain any data.

<sup>†</sup>Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March through November 2003 do not contain any data.

<sup>\*</sup>Due to road construction and counter failures, various other entry point traffic totals for January through November 2003 do not contain any data.

# Park Usage

*The number of people visiting state and nearby national parks.*

MONTH	2002	2003	PERCENT CHANGE
April	2,291,663	2,043,653	(10.8%)
May	2,518,586	2,609,866	3.6%
June	2,905,172	3,124,006	7.5%
July	3,243,532	3,311,946	2.1%
August	3,324,670	3,440,593	3.5%
September	2,630,568	2,628,355	(0.1%)
October	2,076,567	2,160,491	4.0%
November	1,320,066	1,323,412	0.3%
December	1,118,913	1,120,226	0.1%

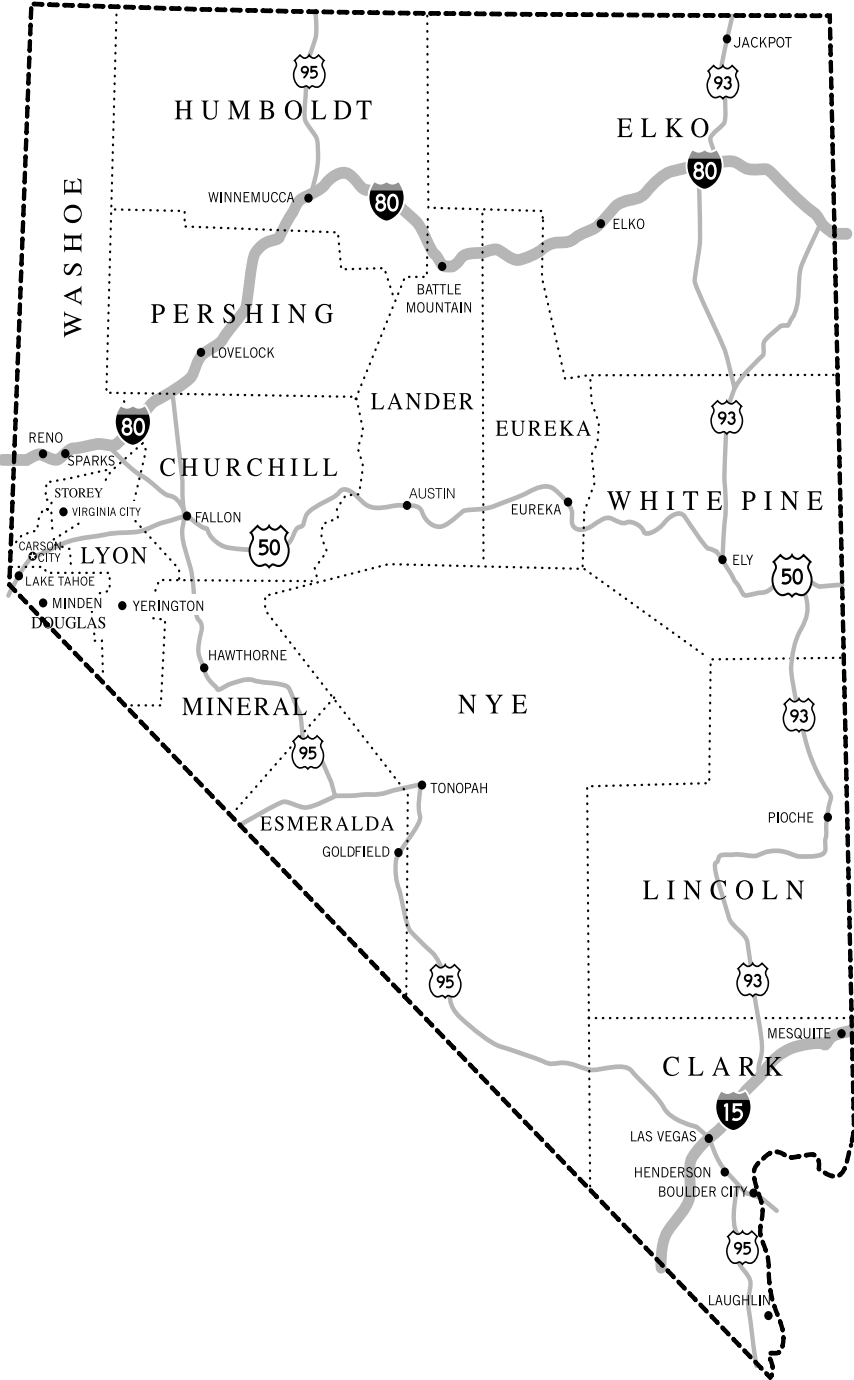
MONTH	2003	2004	PERCENT CHANGE
January	1,313,102	1,254,248	(4.5%)
February	1,233,561	1,255,813	1.8%
March	1,622,912	1,933,927	19.2%
<b>TOTAL</b>	<b>25,599,312</b>	<b>26,206,536</b>	<b>2.4%</b>

## First Quarter 2004 Area Highlights

AREA	2003	2004	PERCENT CHANGE
Nevada State Parks	467,329	499,002	6.8%
Great Basin Nat. Park	4,824	4,866	0.9%
Lake Mead Nat. Rec. Area	1,620,944	1,744,407	7.6%
Hoover Dam Visitor Center	196,450	209,779	6.8%
Red Rock Canyon	222,431	221,893	(0.2%)
Grand Canyon Nat. Park	634,075	669,099	5.5%
Zion Nat. Park	292,698	344,808	17.8%
Bryce Canyon Nat. Park	124,140	138,740	11.8%
Death Valley Nat. Park	226,659	221,531	(2.3%)
Yosemite Nat. Park	380,025	389,863	2.6%
<b>TOTAL (All Parks)</b>	<b>4,169,575</b>	<b>4,443,988</b>	<b>6.6%</b>



# Nevada State Map



# Information Sources

## **Carson City Convention & Visitors Bureau**

1900 South Carson St., Suite 100  
Carson City, NV 89701  
775-687-7410 • Fax: 775-687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

## **Carson Valley Chamber of Commerce**

1513 U.S. Hwy 395 North  
Gardnerville, NV 89410  
775-782-8144 • 800-727-7677  
Fax: 775-782-1025 • [www.carsonvalleynv.org](http://www.carsonvalleynv.org)

## **Elko Convention & Visitors Authority**

700 Moren Way, Elko, NV 89801  
775-738-4091 • 800-248-3556  
Fax: 775-738-2420 • [www.elkocva.com](http://www.elkocva.com)

## **Elko Regional Airport**

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://www.elkocity.com)

## **Ely Bristlecone Convention Center**

150 Sixth St., P.O. Box 958, Ely, NV 89301  
775-289-3720 • 800-490-9350  
Fax: 775-289-6757 • [www.elynevada.net](http://www.elynevada.net)

## **Fallon Convention Center**

100 Campus Way, Fallon, NV 89406  
775-423-4556 • 800-874-0903;  
Fax: 775-423-8926 • [www.fallontourism.com](http://www.fallontourism.com)

## **Hawthorne Convention Center**

932 E St., P.O. Box 2281  
Hawthorne, NV 89415  
775-945-5854 • Fax: 775-945-3826  
[www.mineralcountynevadaeda.org](http://www.mineralcountynevadaeda.org)

## **Henderson Convention Center & Visitors Bureau**

200 S. Water St., Henderson, NV 89015  
702-565-2171 • Fax: 702-565-2177  
[www.cityofhenderson.com/convention](http://www.cityofhenderson.com/convention)

## **Lake Tahoe Visitors Authority**

1156 Ski Run Blvd., South Lake Tahoe, CA 96150  
530-544-5050 • 800-AT-TAHOE  
Fax: 530-544-2386 • [www.virtualtahoe.com](http://www.virtualtahoe.com)

## **Las Vegas Convention & Visitors Authority**

3150 Paradise Rd., Las Vegas, NV 89109-9096  
702-892-0711 • 800-332-5333 (U.S.)  
800-233-5836 (Canada) • Fax: 702-892-2824  
[www.vegasfreedom.com](http://www.vegasfreedom.com)

## **McCarran International Airport**

P.O. Box 11005, Las Vegas, NV 89111-1005  
702-261-5211 • 800-261-5704;  
Fax: 702-597-9553 • [www.mccarran.com](http://www.mccarran.com)

## **National Park Service**

1849 C Street NW, Washington, DC 20240  
202-208-6843 • [www.nps.gov/grba](http://www.nps.gov/grba)

## **Nevada Department of Transportation**

1263 S. Stewart St., Carson City, NV 89712  
775-888-7000 • Fax: 775-888-7201  
[www.nevadadot.com](http://www.nevadadot.com)

## **Nevada Division of State Parks**

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [www.state.nv.us/stparks/](http://www.state.nv.us/stparks/)

## **Nevada Department of Employment Training, and Rehabilitation**

1929 N. Carson St., Carson City, NV 89703  
775-684-3909 • [www.detr.state.nv.us/es/es\\_index.htm](http://www.detr.state.nv.us/es/es_index.htm)

## **Nevada Gaming Control Board**

1919 E. College Pkwy., Carson City, NV 89706  
775-687-6500 • [www.gaming.state.nv.us/](http://www.gaming.state.nv.us/)

## **Pershing County Community Center**

820 Sixth St., P.O. Box 986, Lovelock, NV 89419  
775-273-7144 • 888-273-3200  
Fax: 775-273-7647 • [www.pershingnv.com](http://www.pershingnv.com)

## **Reno-Sparks Convention & Visitors Authority**

4590 S. Virginia St., Reno, NV 89504  
775-827-RENO • 800-FOR-RENO  
Fax: 775-827-7746 • [www.renolaketahoe.com](http://www.renolaketahoe.com)

## **Reno/Tahoe International Airport**

2002 E. Plumb Lane, Reno, NV 89502  
P.O. Box 12490, Reno, NV 89510  
775-328-6400 • Fax: 775-328-6510  
[www.renoairport.com](http://www.renoairport.com)

## **Tahoe-Douglas Chamber of Commerce**

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
[www.tahoechamber.org](http://www.tahoechamber.org)

## **Tonopah Convention Center**

301 Brougher Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnevada.com](http://www.tonopahnevada.com)

## **Wendover Area Chamber of Commerce & Tourism**

735 Wendover Blvd., P.O. Box 2468  
Wendover, NV 89883  
775-664-3414 • 800-426-6862  
Fax: 775-664-3414 • [www.westwendovercity.com](http://www.westwendovercity.com)

## **Winnemucca Convention & Visitors Bureau**

50 W. Winnemucca Blvd., Winnemucca, NV 89445  
775-623-5071 • 800-962-2638  
Fax: 775-623-5087 • [www.winnemucca.org](http://www.winnemucca.org)

